YALE UNIVERSITY ATHLETIC ASSOCIATION

10 October 1949

Mr. William M. Brooks
WDBS, Dartmouth Broadcasting System
49 Robinson Hall
Hanover, New Hampshire

Dear Mr. Brooks:

Your letter of October 4th addressed to the Director of Publicity, Yale Athletic Association, has been referred to me.

It will be impossible for us to grant you permission to broadcast the game inasmuch as the exclusive broadcasting privileges have been sold to the N.W. Ayer Company for their client the Atlantic Refining Company and I would suggest that you write to Mr. Thomas McMahon at the N.W. Ayer & Sons, Inc., 30 Rockefeller Plaza, New York, New York, for permission to pick up the broadcast on wire for re-broadcast on your inter-dormitory system.

I am also forwarding your letter and a copy of this letter to the local inter-dormitory system, WYBC. If they can and will permit, you might be able to get permission to use part of their booth and in that way handle your own broadcast. However, the space is limited in the broadcasting booth and it may be impossible for them to grant you this privilege.

I trust that this information is what you desire, but if I can be of any further service please do not hesitate to write me.

Sincerely yours,

W. E. Perkins

William E. Perkins
Business Manager

P/g

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